

III. COMMERCIAL DEVELOPMENT GUIDELINES

A. Overview

There are two primary types of commercial districts in North Long Beach:

1. Pedestrian-oriented village centers where buildings are located along the front property line with storefronts, display windows and entrances along the sidewalk with parking located behind the commercial floor space. In these districts, housing may be located above ground floor commercial uses in mixed use development projects.

The primary pedestrian-oriented commercial districts addressed by these Design Guidelines are:

1) the North Village Center, located on Atlantic Avenue, one block north and one block south of South Street; and 2) the Historic Core, located on Long Beach Boulevard at Market Street.

Zoning regulations for pedestrian-oriented districts require that a building be located along its front property line for at least two-thirds (2/3s) of lot frontage. In North Long Beach pedestrian-oriented districts, where feasible, at least 80% of the front building wall should be located along its front property line.

2. Primarily automobile-oriented shopping districts in which buildings are set back from the street with landscaping in front.

Zoning regulations for automobile-oriented districts require that buildings be set back a minimum of 10 feet from the front property line and permit parking to be located between the landscaped front setback and the building. In North Long Beach automobile-oriented commercial districts, where feasible, buildings should be set back 10 feet with only landscaping in front. Parking should be located either adjacent to or behind the buildings.

B. Commercial Site Planning

The commercial site planning regulations and guidelines address setbacks, parking, access, and screening of commercial activities from adjacent residential uses.

Table II-1 summarizes the site planning guidelines applicable to commercial districts in North Long Beach.

Figure II-1 illustrates setback requirements for both buildings and parking. Figure II-2 illustrates parking and access requirements.

Where the guidelines differ for pedestrian-oriented and automobile-oriented districts, those differences are called out. Unless otherwise indicated, the guidelines apply to all zoning districts. The guidelines are organized by the following topics:

- Site Planning
- Building Design
- Landscaping Design

Sign Guidelines are in Section V and Streetscape Guidelines are in Section VI.



Table II-1 Commercial Site Planning Guidelines

TOPICS	GUIDELINES
Guidelines that Vary by Zoning District	
Building Setback from Front Property Line	<p>Pedestrian-oriented districts. 0' for 80% of front facade except: where sidewalks are less than 12' wide, as on Atlantic Avenue, and a right-of-way dedication is not required, buildings must be set back and the setback treated as part of the sidewalk to provide 12' wide sidewalks.</p> <p>Auto-oriented districts. Where feasible and appropriate to the site design and provided that the parking is visible from a street for police patrol purposes, parking should be located behind or next to, rather than in front of, buildings, particularly on parcels larger than 20,000 sf. In such cases, the building setback should be a maximum of 10'.</p>
Parking Setback from Front Property Line	<p>Pedestrian-oriented districts. Parking should be located behind the commercial floor space in the building. Common parking areas with shared access for adjacent buildings are encouraged.</p>
Guidelines that Apply to All Zoning Districts	
Minimum Cut-offs at Street Corners	10' x 10'
Access and Parking	
Required parking spaces	Any approved redevelopment area parking plan supersedes zoning regulations.
Curb cuts/driveways	
Location	From side street if feasible.
Width	Curb cuts should be the minimum width required by Zoning to minimize pedestrian conflicts.
Pedestrian access	A 4' wide walkway should be provided from the main building entry to the public sidewalk. Where possible, the walkway should be expanded to accommodate outdoor dining or seating.
Service/Loading Access	From front street during non-business hours only; from alley or side street during business hours.

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Outdoor Dining in Building Setbacks

Outdoor dining adjacent to the sidewalk is encouraged. It may be provided along segments of the building's front facade that are setback from the property line or within the building with the front facade opened to the sidewalk.

Outdoor Dining on Public Sidewalks

Outdoor dining on the sidewalk is also encouraged, provided that a continuous path of travel is provided along the sidewalk as required by ADA. The path of travel need not be in a straight line but should be maneuverable by a person in a wheelchair.

Crime Prevention

Pay phones

Exterior pay phones should not be installed.

Site lighting

Site lighting should be on automatic timers to provide illumination during all hours of darkness. Areas under canopies and awnings should be illuminated. Metal halide lights is recommended.

Landscape maintenance

Tree canopies should be pruned up above 7'. Hedges, other than those around parking lot perimeters should not exceed 24 inches. Planting and lighting should be coordinated to avoid obstruction of illumination.



Figure II-I Commercial Building Setbacks

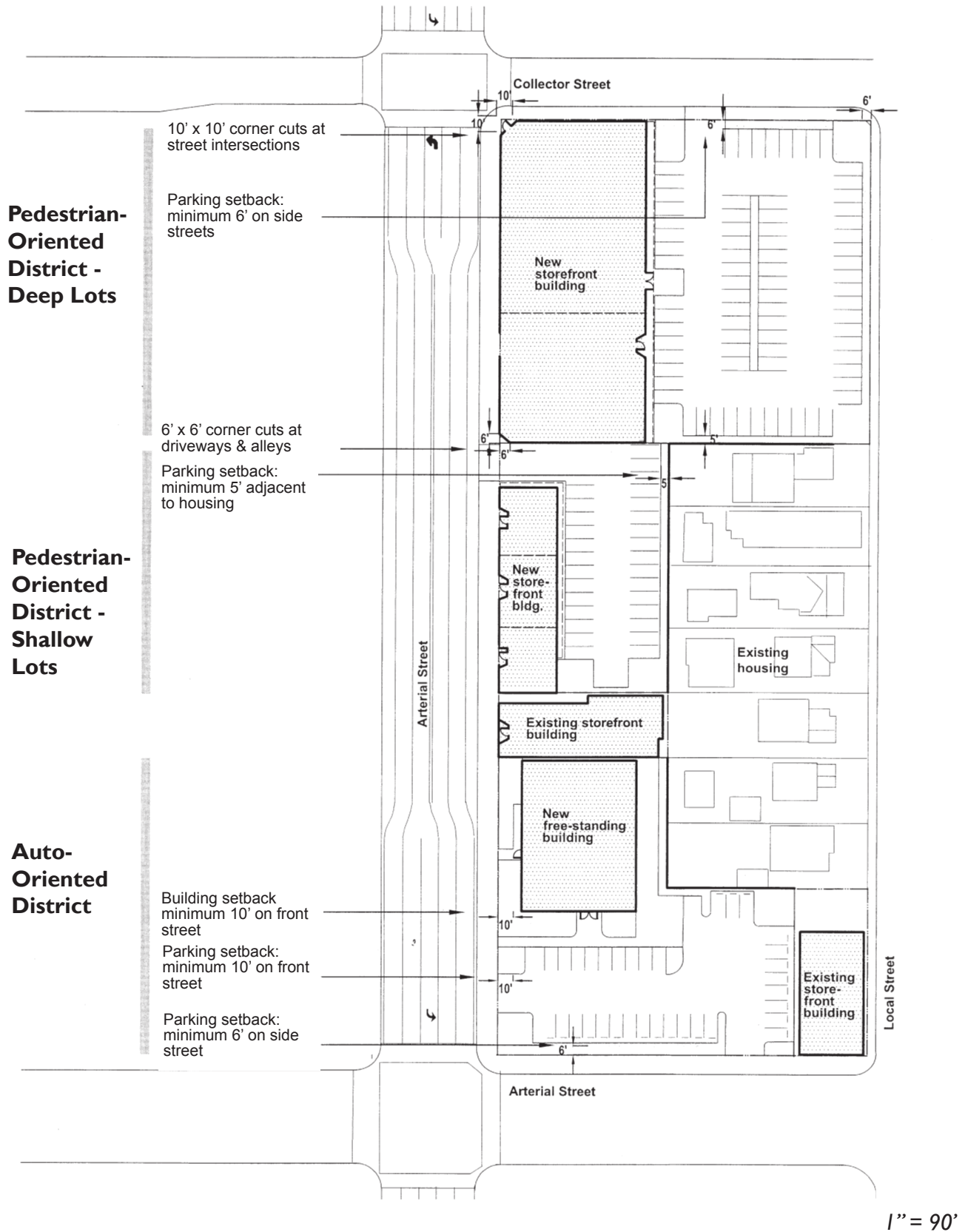
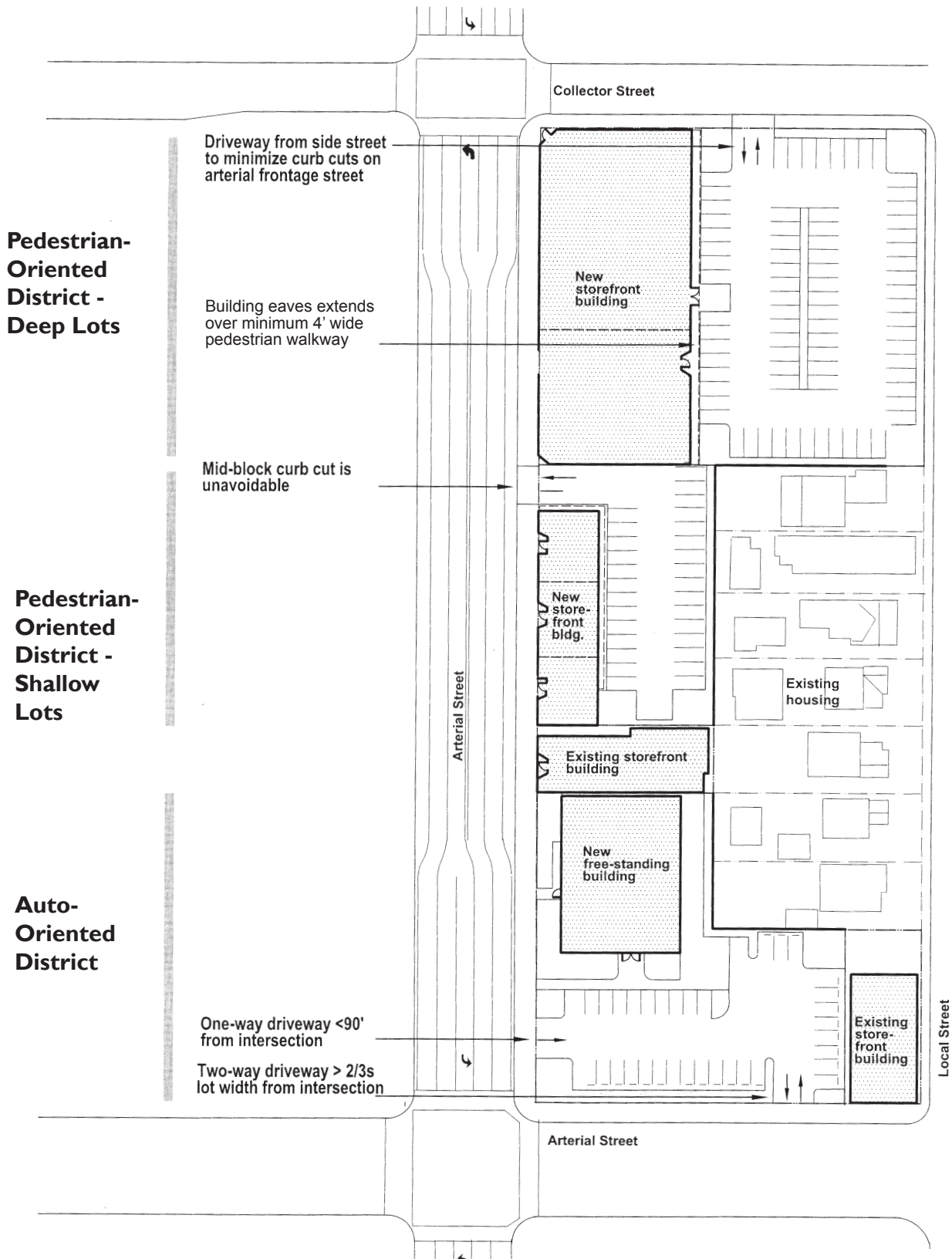


Figure II-2 Commercial Access and Parking



1" = 90'

Figure II-3 Commercial Site Planning Examples



Zero-setback storefront buildings with entries and display windows along sidewalk in pedestrian-oriented commercial districts.



10-foot setback on auto-oriented commercial districts.



Corner cut-off provides room for pedestrians and visibility.



Setback from sidewalk adjacent to parking lot.



Loading area screened from sidewalk by wall and landscaping.



Covered walkway between parking and building entry widened to accommodate outdoor seating.



Outdoor dining on sidewalk.



Outdoor dining in covered private setback.

C. Commercial Building Design

As described in the Overview to the Commercial Development Guidelines, there are two primary categories of commercial development in North Long Beach: pedestrian-oriented and auto-oriented development. In the pedestrian-oriented zones, the buildings' front facades are located along or within a few feet of the front property line, adjacent to the sidewalk, with primary entries to the tenant spaces from the sidewalk and the majority of the ground floor wall devoted to transparent display windows. In the auto-oriented zones, buildings are set back from the sidewalk, either behind a 10-foot wide landscaped setback or behind a parking lot that has a 6-foot landscaped setback. In North Long Beach in all commercial zones except Long Beach Boulevard in Bixby Knolls, the height limit is 28 feet.

Figure II-4 illustrates the range of architectural styles found in commercial buildings in North Long Beach.

A new building or an existing building that is being renovated has the opportunity to incorporate design elements that can make it compatible with the style of existing buildings in its vicinity. Table II-2 contains the building design guidelines to achieve that compatibility. Figure II-5 describes and illustrates the key elements of a typical storefront building, which, in its

variety of architectural styles, is the prototype for all commercial buildings in North Long Beach.

Figure II-6 illustrates the application of the design guidelines for Deco/Zig-Zag/Moderne buildings (which are based on the guidelines developed by the Arroyo Group for Bixby Knolls) to a midblock building and a free-standing building.

For existing buildings where major renovations are not planned, simple facade improvements are some of the most cost-effective ways to improve the appearance of a shopping district. Facade improvements have been implemented on the west side of Atlantic Avenue in the Village Center and are planned for the east side, as illustrated in Figure II-7. Figure II-8 illustrates the use of simple, low-cost facade improvements - paint, awnings, signs, lights and new tile bulkheads - to typical storefront buildings. The improvements shown in Figure II-8 were achieved for \$5,000 to \$20,000 per storefront.

Figure II-9 provides examples of other typical pedestrian-oriented commercial development, both new and renovations. Figure II-10 provides examples of new auto-oriented commercial development.



In this low-cost facade improvement example, designed by Studio III:

- A variety of signs in different sizes, styles and lettering were replaced by one primary pin-mounted letter sign with the name of the store and smaller neon signs in the windows that describe merchandise.
- Exterior security grilles were replaced by smaller interior grilles that are not visible when they are open during business hours.
- Tile bulkheads along the base of each storefront bay were added.
- Goose-neck lights that illuminate the storefronts and the sidewalk were added.
- The building was painted; as an alternative, the bricks could have been cleaned and repointed.



Figure II-4 Architectural Styles in North Long Beach



There is a variety of architectural styles in North Long Beach as illustrated by buildings on a two-block segment of Long Beach Boulevard at Market Street. Top two rows: Deco and Moderne; third row: Mediterranean; bottom row: 50s and vernacular.

Table II-2 Commercial Building Design Guidelines

These guidelines apply to both pedestrian- and automobile-oriented districts unless otherwise noted.

TOPICS	GUIDELINES
Building Uses	The ground floor along the street frontage should be occupied by retail uses.
Upper Floor Setbacks	The front building wall of second floors may not be set back relative to that of the first floor.
Corner Treatments	
Height and massing	<i>Existing one-story buildings.</i> Parapets at corners should be 5' higher than the adjacent parapet. <i>New buildings.</i> New corner buildings should have two stories. New corner buildings should have a taller architectural element, such as a tower, at the corner (subject to revision of the zoning regulations or the granting of a variance). That element may be up to 30' in length along each street frontage and provide a maximum of 900 sf of usable space.
Corner cuts	Chamfered or curved corners with canopies over the adjacent sidewalks are commonly found in corner buildings in North Long Beach, providing the opportunity to establish a rhythm along the street. New and renovated corner buildings should be either chamfered with a minimum 10' x 10' corner cut or curved at a 10' radius.
Architectural Styles	<p>A variety of architectural styles are found in North Long Beach (see Figure II-4), and that variety contributes to the character of the community. The most distinctive are the Art Deco/Zig Zag/Streamline Moderne styles of the 1930's, which can be seen at the corner of Long Beach Boulevard and Market Street. Also present are vernacular storefront buildings, Spanish Colonial and other Mediterranean-influenced styles, as well as 1950's buildings, including "Googie" style built on the sleek lines of the Deco and Moderne styles with added technological and organic forms and distinctive vertical sign elements.</p> <p>New projects should respect the existing styles in the area, but should not necessarily copy them. Forms, massing and details should be reinterpreted or assimilated into new project designs. The use of compatible materials and colors, based on the predominant historical style, can provide continuity.</p>
Facade Design	Figure II-5 illustrates the elements found on a storefront building.
Floor-to-ceiling height	Floor-to-ceiling height should be at least 14'-0" to accommodate retail uses.
Street wall location	80% of the front façade should be at the front property line.
Consistent treatment	Building design, modules and materials used on main façade must be used on all other walls.



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Articulation

Exterior elevations should be designed with articulations appropriate to the architectural style of the building to create visual interest and enhance pedestrian activity. Cornices, pilasters, structural bays, and/or other architectural elements should be used to break up facade planes. Ground-floor facades should be distinguished from upper floors by cornices, changes of material and/or other architectural devices.

Building modulation and articulation (building and storefront bay widths)

Pedestrian-Oriented Districts. Existing storefront buildings in North Long Beach vary in length and modulation. Deco/Moderne buildings are typically 30-45 feet long and divided into 3 bays, each 10 to 15' wide, with the building entrance in the center bay. Storefront buildings in the Village Center are 40 feet wide, with 1, 2 or 3 bays, which may be symmetrical or asymmetrical (see Figure II-7).

New and renovated buildings should have similar bay widths as existing buildings in the same architectural style in their vicinity. Buildings that are between 1 and 2 times as wide as buildings in their vicinity, should either repeat the typical building module (for Deco buildings in the Historic Core a 3-bay module with 10-15 foot-wide bays) or increase the number of bays. Buildings more than twice as long as buildings in their vicinity should be designed as a series of separate buildings, divided into bays as described above.

Automobile-Oriented Districts. Buildings should be modulated at intervals consistent with the buildings and bay modules in their vicinity (e.g., by pilasters and other storefront elements illustrated in Figure II-5, including individual entrances in each storefront bay, display windows, awnings and canopies). This modulation is particularly desirable where a single finish, such as stucco, is used. New and renovated buildings longer than 100 feet should be visually broken into 2 or more buildings, each not more than 100 feet wide.

Windows

Windows with a maximum 8% exterior daylight reflectance should comprise a minimum of 2/3s of the area of ground floor facade; wall sections without windows should not be more than 5' wide.

Entrances

Entrances should occupy not more than 1/3 of the ground floor facade width and should be recessed not more than 5' and located not more than 50' apart.

The primary entrance to each commercial space on the ground floor should be located 1) on the front facade along the street and 2) centrally within the building module, except that a use that occupies the corner of a corner building shall have its entrance at the corner. If parking is located behind buildings, secondary rear entrances with good lighting should also be provided.

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Entrances to second floor uses are encouraged from the rear, adjacent to the parking. If a separate entrance to the upper floor(s) is provided from the front, it should be no more than 15' wide.

Entrances to buildings in automobile-oriented districts should be located not more than 25' from the front property line.

Awnings

Awnings below the ground floor cornice (or below the sill of second story-windows if no cornice) and divided into sections to reflect major vertical facade divisions are encouraged where appropriate to the building architecture; plastic or translucent awnings are prohibited.

Alley façades

Rear facades that face alleys should be designed to relate to the front façade; and should incorporate business signage, lighting, graffiti- and vandal-resistant materials.

Roof Design

Roof design will be determined by the building's architectural style. Most storefront buildings in North Long Beach, including those in the Deco, Moderne and Vernacular styles, have flat roofs. Mediterranean style buildings typically have sloping tile roofs. Coffee shops of the 1950's often incorporated sloping roofs. Varied roof forms, such as towers, gabled roofs and extended eaves with rafters and corbels, may be used to add interest if consistent with the architectural style of the building. Where gabled or hipped roofs are used, their relationship to adjacent buildings should be considered. Sloped roofs should be at a pitch of between 3:12 and 6:12. Continuous mansard roofs are discouraged. Parapets can be used to break up continuous stretches of roof.

Materials

Materials should reflect quality, durability and consistency, where possible, with materials used in existing buildings along the street.

Walls

Smooth finished plaster is preferred. Brick, concrete, ceramic tile, stone (ashlar patterns, not river rock) and metal finishes are also permitted.

Bulkheads

Acceptable materials, consistent with building design include: brick, terracotta, stone (ashlar patterns, not river rock), ceramic tiles, glass block, aluminum, stainless steel, bronze, and iron panels/grilles. Smooth finish plaster is permitted but not encouraged.

Restricted materials

Materials that have no relationship to the architectural style are not permitted. These include used, antiqued or imitation old brick, fake or cultured river rock, and exposed concrete block.

TOPICS	GUIDELINES
Colors	Colors should accentuate the architectural details of a building and be consistent with its style.
Wall colors	Three exterior building colors should be used to distinguish the main body, trim and accents. The base colors should be the lightest and the accent colors should be used sparingly. Two additional colors may be used on the main body to distinguish between upper and lower floors and/or as an additional trim color.
Sign colors	Sign colors should relate to the building colors. Signs may use up to 5 colors, which may include building wall colors.
Security Grilles	Visible security grilles and metal roll-down doors on the exterior of a building are prohibited. If security grilles are necessary, they may be installed on the interior of the storefront in a manner that renders them not visible from the outside when they are open. The color of the grilles should blend with the background to reduce their visibility when they are closed. Existing exterior security grilles and roll-down doors should be removed to comply with this guideline.
Architectural Lighting	
Corner lighting	Corners should be reinforced by illuminating the corner façades.
Facade lighting	A facade lighting style that is compatible with and reinforces the building's architecture should be used.
Glare	Visible direct lamp glare from unshielded floodlight fixtures is not allowed.
Crime Prevention	A separate alarm system should be installed in each tenant space; surveillance cameras may be appropriate at primary entries. Exterior roof access should not be provided. The site address should be visible and illuminated, including at the rear where alley access is available.

Figure II-5 Basic Elements of a Storefront Building

The following elements can be found in all store-front buildings. All these elements, except those labeled “optional,” should be included in a new storefront building. Non-storefront buildings should incorporate some of the elements as described in Table II-2. The elements are numbered, corresponding to the numbers in the storefront building elevations shown below.

Roof

1. Flat roof with a parapet (Deco, Moderne and Vernacular styles - shown) or sloping (as appropriate to architectural style - not shown). In the Moderne style, the parapet may be stepped to provide modulation and emphasize the central module. The parapet should have a simple molding to emphasize its edge.

Cornice

1. Cornice with an optional pediment over the main building entry or center. In the Deco or Moderne styles, the cornice should be simple.

Upper Wall

2. Ornamentation or grilles.
3. Band course (secondary cornice) - typically at the roof line with the parapet wall above it - optional.

Second Floor

4. Window lintel - optional.
5. Windows should be inset from the exterior wall (“punched-out”), either symmetrically or asymmetrically arranged, and the number should be based on the storefront modulation. Windows may be combined into pairs, triples or bands.

Ground Floor

6. Band course (secondary cornice).
7. Storefront bays - the openings in the wall in which the storefront module is located. The storefronts are typically set back from the building wall. In the Art Deco and Moderne styles, the facade is typically divided into three parts.
8. Fascia signboard (may be integrated into signboard) - optional, not shown.
9. Transom windows, typically with multiple lights, 2-3' in height.
10. Display windows, which should be transparent glass.
11. Entrance door - recessed single door or double doors that are simple and transparent.
12. Pilasters which are expressed to the ground. In the Art Deco and Moderne styles, the verticality of the pilasters is emphasized with vertical flutings.
13. Storefront bulkhead, which appears distinct from the pilaster due to a set back and/or change of material and is 18-24" in height.
14. Canopy or awning - optional. In the Art Deco and Moderne styles, cantilevered or suspended canopy slabs that are integral to the building, rather than awnings, are typically used.



Figure II-6 Building Renovation Examples



Storefront in Pedestrian District:

Before. Problems with this typical storefront on Atlantic Avenue in Bixby Knolls include a poorly defined storefront, a poorly sized and placed primary sign, a grossly oversized secondary sign, hanging signage from the canopy and visible mechanical equipment.

After. With the application of the Bixby Knolls Design Guidelines, which are summarized here, the following changes would take place: articulated storefront with pilasters and parapet, new transom windows, improved signage and no pen-nants.

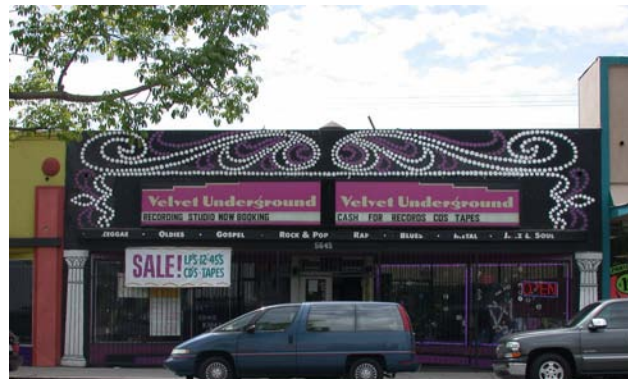
Big-Box in Auto-Oriented District:

Existing. The blank facade along the street and parking lot is not welcoming and incompatible with other commercial architecture in North Long Beach which is articulated by a series of bays.

Alternative. If built according to these design guidelines, the building facades facing the street and parking lot would be articulated by a series of bays, some with glass windows, and a main entrance visible and accessible from both sidewalk and parking lot.

These examples excerpted from:
Bixby Knolls Design Guidelines
The Arroyo Group

Figure II-7 Village Center Facade Improvements



Storefronts on the west side of Atlantic Avenue in the North Village Center that have been improved with paint, signs, awnings, lights and imagination.



Storefronts that have not yet been improved.



Figure II-8 Other Low-Cost Facade Improvement Examples



Left column: facades prior to improvements. Right column: the same facades with new paint, awnings, signs, lighting and, in some cases, new tile bulkheads and interior security grilles.

Facade renovations designed by:
Studio One Eleven
A Division of Perkowitz+Ruth Architects

Figure II-9 Pedestrian-Oriented (Storefront) Commercial/Mixed Use Examples

As specified in Table II-2 the ground floor along the street frontage of all these buildings is occupied exclusively by retail uses. While architectural style varies, the basic elements of a storefront commercial building remain intact, including: buildings are modulated by the use of repetitive bays; the front facade is largely transparent (either mostly glass or completely open); and awnings or canopies are used to reinforce the bays and provide shade.



A curved corner with canopies and an architectural element.



This new storefront building includes bays divided by pilasters that continue through the second story and reinforced by awnings.



A single tenant in a small building might create a single continuous bay.



New canopies were added to this older building. Bays are retained and opened to the street.



The bays in a storefront building can be articulated even when a single tenant occupies what were historically separate shops.



Flower and produce displays that spill out onto the sidewalk while providing a clear path of travel on the sidewalk, as in the 3 images above, add life to the street scene.



Figure II-9 Pedestrian-Oriented (Storefront) Commercial/Mixed Use Examples (continued)



A variety of storefront buildings illustrate storefront elements including a zero to 5-foot setback from the property line along the sidewalk, ground floor walls that are largely transparent glass, repetitive bays, use of awnings to reinforce the bays and to define the outdoor dining space in the setback or on the sidewalk.



Taller buildings, including mixed-use buildings shown here, can maintain the same pedestrian-oriented retail activity along the sidewalk as a one-story building, and provide customers for the retail uses.

Figure II-10 Auto-Oriented Commercial Examples



This supermarket (4 images) shows how auto-oriented commercial buildings can include traditional retail elements, including modulation of the facade by a series of bays, articulation of the facade by a slightly taller central pediment and a strong cornice, awnings, and even a zero-set-back condition along the sidewalk and sidewalk dining.



This big-box retail store, while setback behind parking in a more conventional manner, still modulates the facade with the use of a series of bays derived from traditional storefront architecture.



This supermarket building is modulated and articulated by pilasters, a continuous cornice, trellis structures and a central element at the entry.

D. Commercial Landscape Design

Landscaping can enhance commercial architecture in a variety of ways. It can provide screening and shading of parking lots and structures, complement a building and unify the street. It can make the shopping experience more pleasant by providing shade and attractive visual elements.

The commercial landscape design regulations and guidelines address landscaping of parking lot and building setbacks, parking lot interiors, and, in auto-oriented zones, building setbacks.

Figure II-11 Parking Lot Landscaping Examples. These 6 photos show how well-maintained landscaping can make surface parking lots more attractive when viewed from the street or sidewalk.



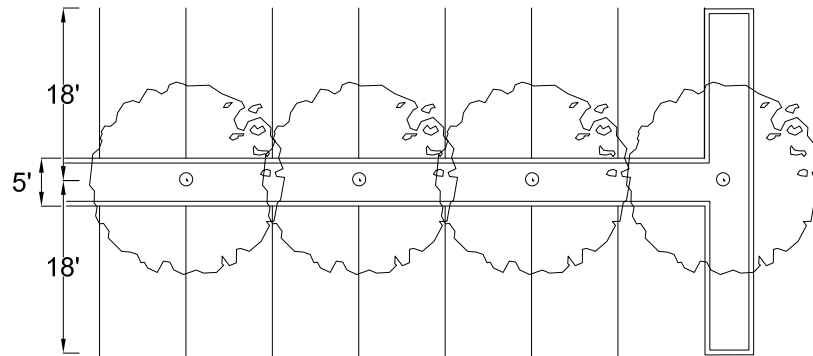
Table II-3 Commercial Landscape Design Guidelines

TOPICS	GUIDELINES
Landscaping of Required Setbacks	All required setback areas, except those abutting alleys or used for outdoor dining, should be landscaped with trees, shrubs and/or groundcover. The required setback from an abutting alley should also be landscaped unless used for a driving aisle. Decorative features, such as paving, rock work, fountains and ponds, may be used if consistent with site design and architectural style.
Landscaping of Parking Lots	
Perimeter screening	Required walls must be either concrete block finished in smooth stucco to match the building or poured in place concrete with vines planted to cover the walls on the parking lot side.
<i>Adjacent to residential district</i>	A minimum 6'-6" solid wall (not a wood or chain link fence) should be provided where a commercial parking lot abuts the rear or side yard of a residential lot. The wall should be 3' where it abuts the front yard of a residential lot.
<i>Adjacent to residential district across an alley</i>	One of the following should be provided adjacent to an alley with residential zoned or developed lots located across the alley: a minimum 6'-6" solid wall (not a wood fence); or a hedge of broad-leaf evergreen shrubs, such as <i>Ligustrum japonicum</i> (Japanese Privet) from 15-gallon containers planted 5' on center; or 6-10' tall clumping (not running) bamboo to provide a continuous green hedge at least 6' tall; or a combination of a solid wall and a hedge or row of trees.
<i>Adjoining public street</i>	A solid, compact hedge of shrubs, such as <i>Ligustrum japonicum</i> (Japanese Privet), that are 2' tall and 2' on center when planted and are maintained at a height of 3' or a minimum 18' tall planter or berm with a minimum 1' tall hedge should be provided. The 3' masonry wall permitted by zoning regulations is not recommended because the wall footing will reduce root volume in soil for required perimeter trees.
Parking lot shading	
<i>Perimeter</i>	A continuous row of canopy trees of a species that will have a minimum 30' diameter canopy within 10 years of planting should be planted 18 - 30' on center (1 tree per 2 or 3 spaces) depending on canopy spread in the required landscaped setback area to shade both the perimeter parking spaces and the adjacent sidewalk. Small "understory" trees may be planted between the canopy trees to achieve the spacing required by Zoning.
<i>Interior</i>	One tree per 4 parking spaces (excluding spaces shaded by perimeter trees) should be planted throughout the parking lot to provide shading of 50% of the parking within 10 years of planting. To achieve this goal, trees should be standard in form (single trunk), have spreading canopies that will reach a diameter of 30' within 10 years, and should be planted in a minimum planting

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area of 60 square feet per tree without root barriers. A continuous planting area at least 5' wide, including curbs, should be provided between parking aisles. A 5' wide planting area will not increase the required aisle width since a car may overhang the planting area 2-6" with the curb serving as the wheel stop. The bumpers of vehicles manufactured after 1980 rarely extend more than 2' beyond the tires, leaving 1' for tree trunk diameter. However, to further reduce the potential for contact between trees and bumpers, trees should be aligned with parking space striping. Additional width should be provided wherever feasible.



Numerous species of trees, both evergreen and deciduous, are appropriate for parking lot planting. A list of commonly used street and parking lot trees can be found in "Street Trees Recommended for Southern California" (2nd Edition), published by Street Tree Seminar, Inc. (714-991-1900). Landscape architects can provide a more extensive range of choices.

Parking structures

Particular attention should be paid to landscaping around parking structures. A 6' wide landscaped strip should be provided on all sides with one tree that will obtain a mature height not less than the height of the structure per 20 linear feet of structure perimeter. Appropriate tree species for this condition are tall narrow trees, such as *Hymenoporus flavum* (Sweetshade). In addition, all sides of the structure must be screened with vines or other approved screening.

Landscaping of Alleys

Landscaping should be incorporated into alleys and rear yards as feasible.

Landscaping Over Parking Garages

Landscaped areas on the top of parking garages should contain sufficient soil to allow healthy growth of all plant materials to be planted.

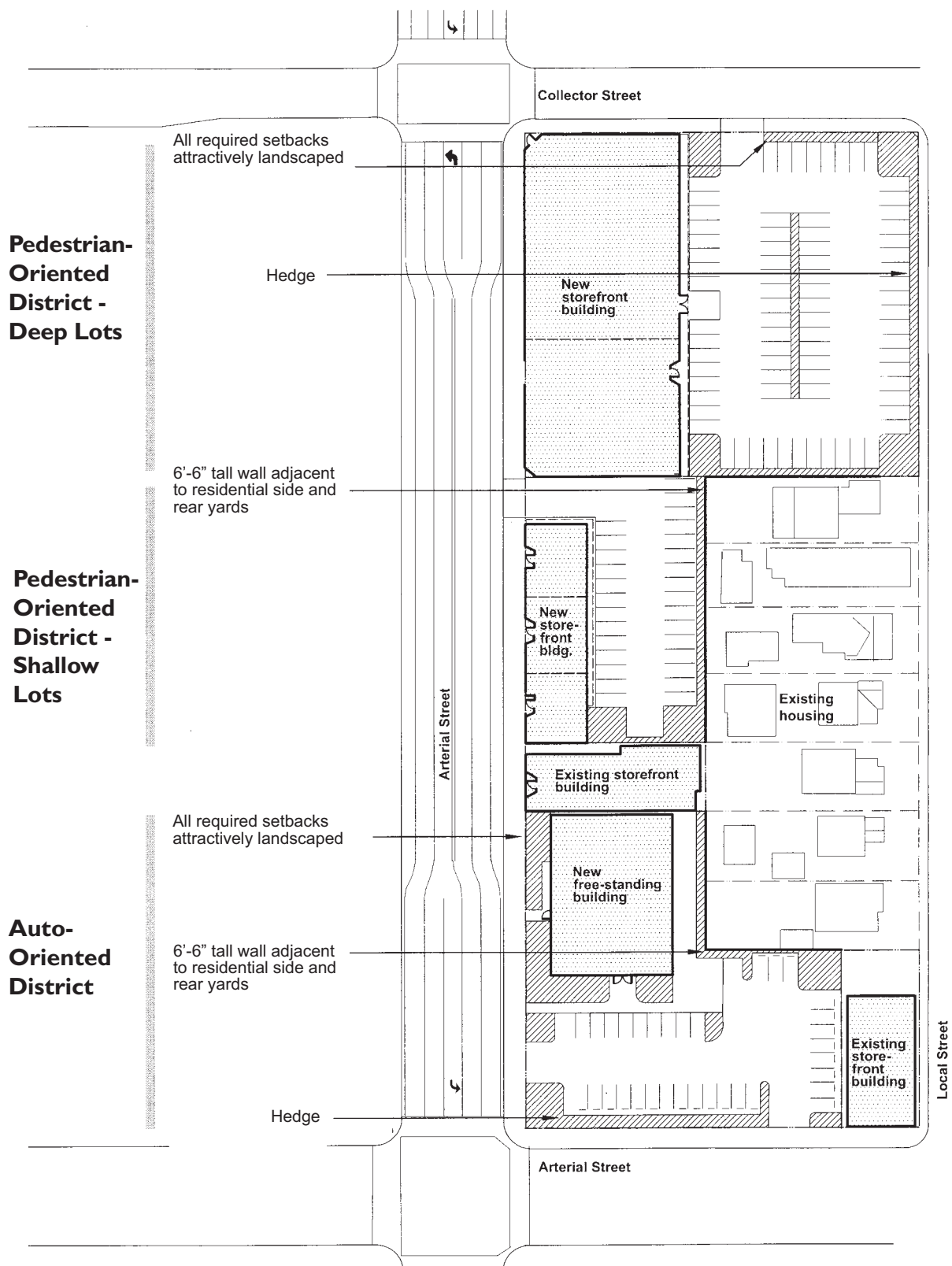
Paving

Paving should be kept to a minimum in required setback areas.

Shading of Buildings

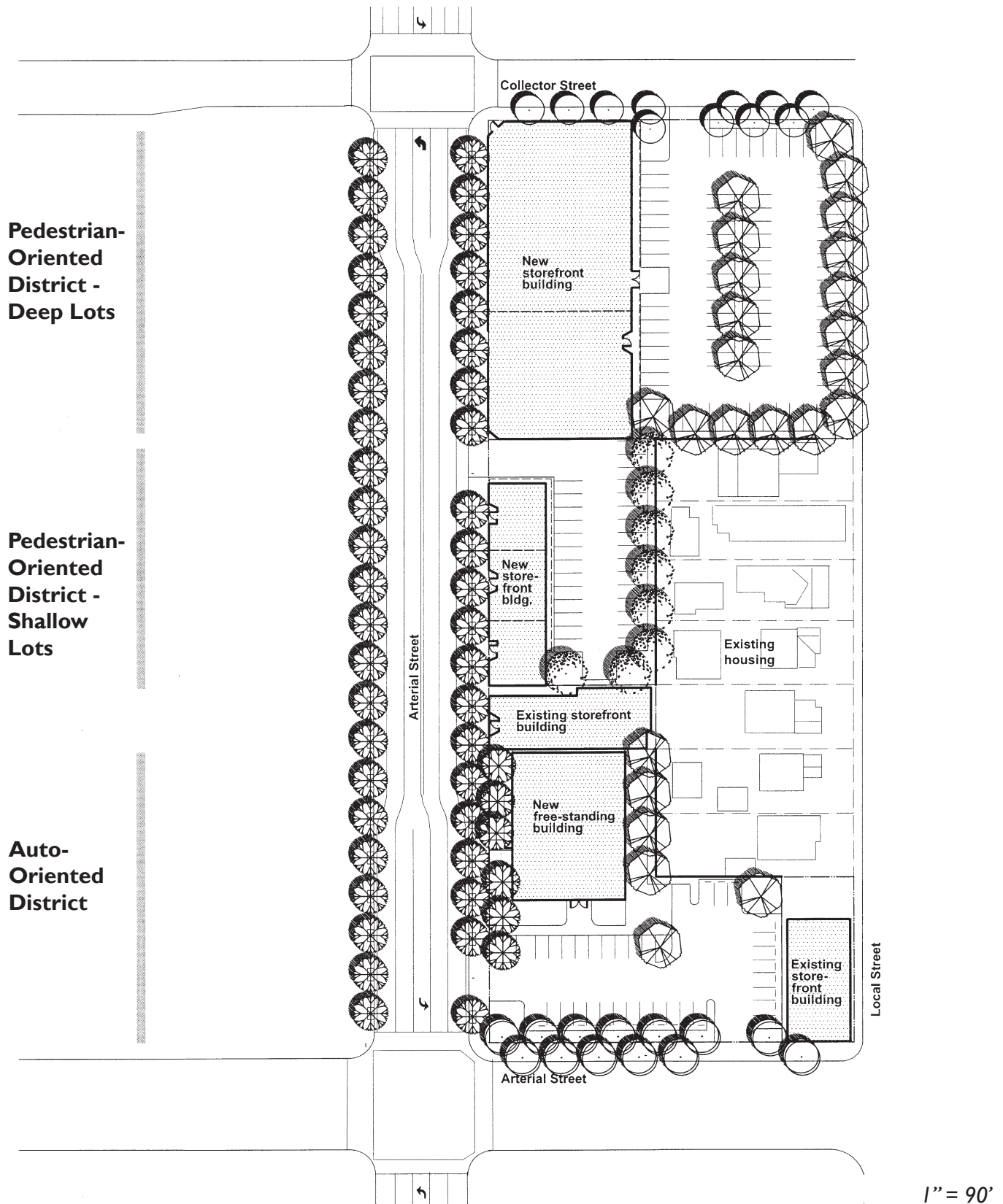
The east and west walls of buildings should be shaded with evergreen trees to reduce summer heat gain. South walls should be shaded with deciduous trees.

Figure II-12 Required Landscape Setbacks and Screening



1" = 90'

Figure II-13 Illustrative Use of Required Plant Materials



E. Application of the Guidelines to Pedestrian-Oriented Districts

Encouraging pedestrian-oriented shopping in North Long Beach is a high priority for the community. There are three primary locations where storefront buildings are occupied by retail uses that generate pedestrian activity along the street and have the potential for increased pedestrian activity. The most successful of these is Bixby Knolls, for which a separate set of design guidelines has been prepared.

The Village Center, which extends one block south and one block north of South Street on Atlantic Avenue, has been identified by the North Long Beach Strategic Guide as the primary pedestrian-oriented shopping district and proposed community focus for the area north of Bixby Knolls. Prior to formulation of the Strategic Guide, a facade improvement program had been undertaken along the west side of Atlantic Avenue south of South Street. The Village Center is slated for streetscape improvements.

The Historic Core, located at the intersection of Long Beach Boulevard and Market Street, is a relatively active retail district that serves the local community, with grocery stores, restaurants, dry cleaners, sporting goods, public facilities and other businesses. As the original settlement in the North Long Beach area, it is important to the city's history and contains several buildings that are noteworthy from an architectural or historical perspective.

These attributes are similar to those of many small downtown districts throughout the country that have benefited from the implementation of design guidelines, in the context of a broader revitalization program, to both preserve historic character and stimulate pedestrian-oriented retail activity. The remainder of this section illustrates how implementation of the North Long Beach Design Guidelines can play an integral part in the revitalization of a pedestrian-oriented shopping district like the Historic Core.

Design Guidelines as Part of an Overall Revitalization Program

Key objectives for the Historic Core commercial district include: 1) preservation/renovation of existing



Phase 1 land use changes proposed by the Strategic Guide.



Phase 2 land use changes proposed by the Strategic Guide.

1" = 90'



buildings, 2) economic revitalization, and 3) enhancement of the pedestrian orientation of the district. The approach to revitalization established by the National Trust for Historic Preservation's Main Street program, which has been successful in hundreds of similar situations throughout the country, is recommended. Key actions include:

- A facade improvement program, in conjunction with an historic survey of individual buildings in the district and the district as a whole, to bring out and build upon the existing historic character of the district and of key buildings;
- An economic development strategy aimed at attracting a mix of uses that will both provide neighborhood services and complement the historic character of the district;
- One or more surface parking lots, ideally behind the existing storefront buildings or on vacant parcels.;
- Streetscape improvements, including corner curb extensions at crosswalks where feasible, enhanced crosswalk paving, street trees that will achieve a large enough size to provide scale to the street, and pedestrian-oriented street lights and furnishing;
- A merchants' association that provides coordinated advertising, promotions and events.



The solid red line shows the area designated by the Strategic Guide as a Neighborhood Commercial Node. That area and the area bounded by dashed lines were designated in the Streetscape Enhancement Master Plan for improvements to reinforce the existing pedestrian-oriented and historic character of the Historic Core.

Illustrative Application of Design Guidelines

The following examples illustrate the range of improvements that could be made through the implementation of the North Long Beach Design Guidelines in Old Virginia City. The buildings shown here have not been researched with respect to their architectural or historic character. Without historic surveys to establish the period of significance for the district and to determine the characteristics of each building during that period, accurate design responses cannot be determined. However, for the purposes of illustrating the range of design



approaches that might be taken in this district, the examples on the next few pages make some assumptions about the defining characteristics (if any) of the buildings illustrated in order to represent the range of building characteristics and conditions and possible design responses. Those characteristics and conditions include:

- Known or potential historic landmark status buildings that require little or no facade improvements, just on-going maintenance and pedestrian-oriented uses. The Masonic Hall is an example of this building type. The masonry walls are well maintained. However, the original storefronts have been replaced by aluminum storefronts with tinted glass. Elements of the original storefronts, including solid bulkhead, which were likely tile, could be reintroduced, along with more appropriate awnings and signage.
- Buildings with a distinctive architectural style that may qualify for landmark status and that require minimal facade improvements to bring out their historic character. The architectural and potentially historic character of the Art Deco Furniture Warehouse Building, for example, would be enhanced by appropriate paint, replacement of tile bulkheads and signage. Awnings and lighting may also be appropriate.
- Buildings with a distinctive architectural style whose defining characteristics have been slightly altered, covered or removed and whose architectural and potentially historic character could be revealed by removing elements that cover the original building and restoring elements that have been removed. The two-story vernacular storefront building, occupied by the Full Wok Chinese Restaurant, illustrates this building type. It may benefit from removing the stucco on the first-floor facade and restoring the tile pilasters and bulkheads, as well as appropriate signage and lighting. This building was likely constructed with wood storefronts which were later replaced with aluminum. While it is typically not feasible to replace the aluminum storefront with wood, it is possible to restore elements such as the solid bulkheads under the display windows.
- Buildings that 1) may have possessed a distinctive architectural style, but whose defining characteristics have been altered to the extent that little



The Masonic Hall building on the northwest corner of Long Beach Boulevard and Plymouth St. is well-maintained, but could benefit from restoration of historic storefront elements and more appropriate awnings and signage.

II. Commercial Development Guidelines





The architectural character of this Art Deco building is relatively intact. Its biggest problems are excessive (and illegal) signage and deferred maintenance.



Paint, replacement of missing tile bulkheads, and signage that complements the building style, as well as awnings and facade lighting would reinforce its architectural character and make it more attractive to tenants and customers.



Street trees, pedestrian lighting and other streetscape improvements will add another layer of visual interest and help to unify the district.

of its original architectural character remains and would be difficult to re-create, or 2) had no distinctive style.

The masonry buildings on the southeast corner of Long Beach Boulevard and Plymouth Street may typify this building type. They may have had either exposed brick or stuccoed facades. They had tile bulkheads and columns, most of which are still in place and are just painted over or covered up. If the buildings were originally stuccoed, it would be appropriate to retain that finish. If they were originally brick, it may be preferable to remove the stucco and expose the brick. On the other hand, the stucco may be integral to the buildings' seismic retrofit and cannot be removed without significant structural changes or it may simply be too costly for the property owners to remove the stucco and repoint the brick. In that case, the buildings can be painted. In either case, they can be renovated to be compatible with their more distinctive neighbors and to contribute to the overall character of the district by restoring the existing tile bulkheads and replacing those that are missing, and by adding awnings, compatible signage and facade lighting.

Most of the buildings in the Historic Core would benefit from a reduction of sign clutter. Some have so many wall and window signs that it is difficult to determine the business name and what it is selling, much less to see what is in the display windows. As the stucco building example demonstrates, the use of different colors and simple signage can give greater visibility and identity to a business than a wall of competing signs.

Many buildings would also benefit from more attractive security grilles. The common exterior grilles hide the display windows and facade, which could be advertising the business even when it is closed. Exterior grilles are prohibited as they make buildings look unsafe or even abandoned when they are closed during the day. In contrast, grilles that are inside the storefront, either directly behind the window, or better yet, setback behind the display, are much less obtrusive and allow the window displays and signs to advertise 24 hours a day.



The first-story facade of this masonry building has been stuccoed and tile bulkheads and columns have been removed or covered.



This building can be returned to its original appearance fairly easily, with the removal of the stucco, replacement of tile bulkheads and columns and painting of second-story windows, as well as compatible signage.



Street trees and other pedestrian amenities will help unify this building with others in the district.





In some cases, it may be appropriate or necessary to retain the stucco finish on masonry buildings, for example, if it has always been stuccoed or if removing the stucco would affect the seismic safety system with which the building was retrofitted. In such circumstances, other elements of the buildings' architectural character may be restored, such as the tile bulkheads and other storefront elements. In addition, awnings, signage and lighting that are compatible with the pedestrian-oriented district and the character of the architectural landmarks in the district can be added.

Streetscape improvements can further enhance the pedestrian orientation of the buildings.